

**GENERAL PLAN UPDATE  
ECONOMIC DEVELOPMENT SUBCOMMITTEE**

**March 05, 2003  
Conference Rooms 2 & 3  
MINUTES**

MEMBERS PRESENT:      William Tunstall      William Hall      Kevin Carlson  
                                 Charles Moore      Daniel Munoz      Mary Wylie  
                                 Russ Hall      Scott Vinson

MEMBERS ABSENT:      Carl A. Nelson; Ramin Moshiri; Nate Rubin; Chris Lewis;

STAFF PRESENT:      Ed Batchelder, General Plan Update Project Manager  
                                 Cheryl Dye, Economic Development Manager  
                                 Bryan Ducote, Principal Community Development

Specialist

Rabbia Phillip, Recording Secretary, General Plan  
Update

**CALL TO ORDER**– The meeting was called to order at 5:40 p.m. The presence of a quorum was confirmed.

**1. APPROVAL OF MINUTES**– The minutes of February 5 were approved as presented.

**2. CONTINUED DISCUSSION OF THE RELATIONSHIPS OF THE EDS TO THE GPU**

Ed Batchelder gave a brief overview of the expectations for this meeting. He made reference to the City Council meeting of the previous evening at which the Economic Development Strategy was adopted. He noted that the EDS would serve as a blueprint for the General Plan. An Economic Development element of the General Plan will now have to be prepared and he pointed out that this body would need to be mindful of addressing items which clearly need to be in the General Plan from the EDS. He reiterated that there were

topics of the General Plan, such as Land Use, Transportation, Public Facilities, to which the EDS has implications and they should look at what issues of the EDS affect other elements of the General Plan. He stated that they would have to compare other cities' General Plans, which have an economic element.

It was questioned whether the Economic Development Strategy was the economic element of the General Plan Update, and if not, what was the structure of the economic element.

In response Ed explained that the economic development element of the General Plan would contain the broad goals and directions for what is to be achieved with the economic development strategies in the city. It should therefore, address the specific goals and objectives and the relationships of economic development to other operations in the city. The basis of this element is the Economic Development Strategy and a number of the objectives would be appropriate also.

Bryan Ducote indicated to the members the posters of the economic element of other cities' General Plans and noted that they were formulated from a broad statement working down to specific goals and objectives. This committee has done the reverse with the EDS, which created detailed goals and these would now be made into broad policies in the General Plan. Cheryl Dye noted that "strategies" were detailed but dynamic and can be changed and amended, as they are not in ordinance form; but a General Plan is very broad and amending it is more difficult. The scope or direction of a strategy can be changed so long as it stays within the framework of the overall goal.

Ed pointed out to the committee that it was fortunate timing that this EDS exercise was being conducted in the midst of a General Plan Update; otherwise it would have generated individual amendments to the General Plan in such areas as Infrastructure, Land Use, etc. He stated that this group first look at the comparison general plans, then outline the framework for the content of the economic element then fill in, according to the policy statements, what should be taken from the EDS and placed in the Plan.

Bryan distributed several documents of general plans from other cities and asked the members to review for sample and comparison. He reviewed them briefly with the committee.

Ed shared the organizing of the Strategic themes of the General Plan and the allocation of the EDS goals according to them, explaining that the other subcommittees were undertaking a similar exercise the product of which will go to the GPU Steering Committee for review on 3/10/03. When asked, Ed listed the 6 strategic themes for the group. He confirmed that the group should review the elements, for style and components, etc., and be prepared to share their feedback at the next meeting. They were invited to call staff with questions in the interim.

**3. PUBLIC COMMENT** – there were none

**4. ADJOURNMENT**

The meeting was adjourned at 4:50p.m. to the next meeting on April 2, 2003, at 6:00p.m. in Conference Room 2 & 3.

Recorded by,

Rabbia Phillip  
Secretary, General Plan Update